

IN THE CLAIMS:

Please amend Claims 4, 5, 6 and 25, and 29 to 31 and add new Claims 32 to 38. Please cancel Claims 1, 2, 3, 7 to 24, 27 and 28. The claims are as follows:

1. to 3. (Cancelled).

4. (Currently Amended) An information appliance, comprising:

a display incorporating an advertising display area disposed within a working display area, ~~wherein display of advertising information in said advertising display area is independent of a non-advertising application being associated with an run on the information appliance, said advertising information being disposed within the information appliance and said cost charged for displaying advertising information on the advertising display area being provided in the context of said non-advertising;~~

a store for storing advertising information;

an advertising application, and wherein for displaying said advertising information on the advertising display area; and

a non-advertising application for execution on the information appliance,  
wherein appliance has a terminal price for purchase by a consumer, said terminal the price of the information appliance depends being dependent upon a difference between an advertising cost to an advertiser for an amount of said the advertising display area cost and a cost of manufacturing cost of said information appliance, said terminal price being dependent on said advertising cost.

5. (Currently Amended) An information appliance according to claim 4, wherein the price of the information appliance is equal to the cost of manufacturing the information appliance less the said terminal price is reduced by an amount equal to said advertising cost plus a profit, respectively.

6. (Currently Amended) An information appliance according to claim 4, wherein the advertising cost depends upon at least one of (i) a time period for which the advertising information is displayed by the advertising application, and (ii) a relative size of the advertising display within the working display area said manufacturing cost includes a profit, respectively.

7. to 24. (Cancelled).

25. (Currently Amended) An information appliance comprising:  
a video display having a working display area incorporating a permanently reserved advertising display area disposed within the working display area, said reserved display area being adapted to display advertising information independently of a non-advertising application being run on the information appliance; and  
input means adapted to accept a software upgrade for said non-advertising application, said software upgrade being configured to update advertising information,

wherein said updated advertising information is displayed, independently of [[a]] said non-advertising application being run on the information appliance, when said information appliance is operating.

26. to 28. (Cancelled).

29. (Currently Amended) ~~A video~~ An information display business system for selling an information appliance comprising:

~~having an advertising a display incorporating an advertising display area disposed within a working display area, wherein display of advertising information within said advertising display area being associated with an is independent of a non-advertising application being run on the information appliance, said advertising cost charged for displaying advertising information being disposed within the information appliance and said on the advertising display area; being provided in the context of said non-advertising application, comprising:~~

a store for storing advertising information;  
an advertising application for displaying the advertising information on the advertising display area;

a non-advertising application for execution on the information appliance,  
where the advertising information is displayed independently of the non-advertising application being executed on the information appliance;

wherein the business system comprises:

information appliance selling means for offering said information appliance to a consumer for sale for a terminal price, said information appliance having a manufacturing cost;

advertising selling means adapted to offer for sale an amount of said advertising display area to an advertiser for the an advertising cost; and terminal price determination means adapted to determine said terminal price dependent upon a difference between said advertising cost and said manufacturing cost; and

price adjusting means adapted to adjust said advertising cost to decrease said terminal price.

30. (Currently Amended) A video An information display business system according to claim 29, wherein said manufacturing cost includes a profit the price of the information appliance is equal to the cost of manufacturing the information appliance less the advertising cost plus a profit.

31. (Currently Amended) A video An information display business system according to claim 29, wherein said advertising cost is determined in accordance with at least one of (i) viewing time, and (ii) area within said advertising display area the advertising cost depends upon at least one of (i) a time period for which the advertising information is displayed by the advertising application, and (ii) a relative size of the advertising display within the working display area.

32. (New) An information appliance according to claim 4, wherein the advertising application displays the advertising information independently of the non-advertising application being executed on the information appliance.

33. (New) An information appliance according to claim 4, wherein the advertising information is pre-loaded into the information appliance during manufacture.

34. (New) An information appliance according to claim 4, wherein the advertising information is loaded into the information appliance after manufacture using an insertable memory medium upon which the advertising information is stored.

35. (New) An information appliance according to claim 4, wherein the non-advertising application can be upgraded by upgrade software, the advertising information can be upgraded by said upgrade software, and a price for the upgrade software depends upon a difference between the advertising cost and a cost for producing the upgrade software.

36. (New) An information appliance according to claim 35, wherein the price of the upgrade software is equal to the cost of producing the upgrade software less the advertising cost plus a profit.

37. (New) An information display business system according to claim 29 further comprising:

means for producing, at an upgrade cost, said upgrade software for upgrading both the non-advertising application and the advertising information used by the advertising application;

advertising cost determination means adapted to determine the advertising cost for an amount of said advertising display area to be offered to an advertiser;

upgrade price determination means adapted to determine said upgrade price dependent upon a difference between said upgrade cost and the advertising cost; and

means for offering for sale, at said determined upgrade price, the produced upgrade software for use with the information appliance.

38. (New) An information display business system according to claim 37, wherein the price of the upgrade software is equal to the cost of producing the upgrade software less the advertising cost plus a profit.